

April 24, 2012

NDDOT and Parents LEAD partnership join MADD to bring underage drinking prevention training to Bismarck

Parents and caregivers from across the state will be attending underage drinking prevention training in Bismarck on Wednesday, April 25. North Dakota's Parents LEAD partnership, consisting of North Dakota Department of Transportation (NDDOT), the North Dakota University System (NDUS), North Dakota State University (NDSU) Extension Service, and the North Dakota Department of Human Services (DHS), and Mothers Against Drunk Driving® (MADD) are joining forces to bring MADD's *Power of Parents*™ program to the state. To kick off the partnership, the *Power of Parents* facilitator training will provide valuable underage drinking prevention information to educators, extension agents, school counselors, prevention specialists and others in North Dakota. The training is being held from 9:30 a.m. to 4:30 p.m. at the Bismarck Civic Center.

Gov. Dalrymple recently signed a proclamation designating PowerTalk 21 ® day, started by Mothers Against Drunk Driving® in 2011, and established April 21, 2012. The proclamation encourages North Dakotans to join in local and national efforts to raise awareness of the importance of parents and teens talking together about alcohol in order to reduce the risks and dangers posed to teens and communities.

The Bismarck training session will provide attendees with the information needed to prepare and present 30-minute parent workshops about underage drinking prevention in their communities. The goal of the workshops is to give parents and caregivers the tools and resources to start an ongoing dialogue with their teens about the dangers of underage drinking.

"Research shows parents are the number one influence in their child's decisions about alcohol," said Vicki Knox, MADD's Vice President of Programs and Field Relations. "MADD wants to help parents harness that power and start ongoing conversations with their kids about alcohol to prevent underage drinking and its associated dangers."

MADD's *Power of Parents* program is sponsored by national presenting sponsor Nationwide Insurance.

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